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## The Huntsman Post, April 2016

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# THE HUNTSMAN POST

APRIL 2016 ISSUE

*The following is a historical representation of Huntsman Post Issues. Not all original issue content is still available online. Where content is available it is included on the pages following the email layout.*

It is most definitely springtime in northern Utah, with snowstorms alternating with sunshine, sometimes on a daily basis. Last month, we opened the doors to Huntsman Hall, and following the official opening ceremony, we opened our beautiful new building for classes this month.

The 21 new student study rooms in Huntsman Hall, which we knew would be well received by our students, have been a spectacular hit. They are 100 percent occupied every day by groups of students for the entirety of the time the building is open. And so I want to thank our great alumni and friends once again for helping us build this great new facility. Our goal was to create a student-focused building, and already, our students are using every inch of the building.

This month, we bring you news about some recent student and faculty achievements. As you may know, our commencement ceremonies are next month, and this year, for the first time in recent memory, we will have 6 students graduating with perfect 4.0 GPAs. Our incredible students are also focused on helping others, and you can read about some of the service projects completed recently by Huntsman students. Finally, I want to celebrate a great, new faculty member, Aaron Brough, who was honored with the Audience Choice Award at the 2016 Qualtrics Insight Summit.

Aaron and these students represent our motto to dare mighty things, and their examples serve all of us.

Best,



DOUGLAS D. ANDERSON  
DEAN & JON M. HUNTSMAN CHAIR



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# Six Seniors to Graduate with perfect GPAs

April 2016

For six senior students from the Jon M. Huntsman School of Business, graduating this spring will be their pinnacle experience after years of hard work and dedication. Braiden Coleman, Michael Ryan, Grant Holyoak, Nicholas Murray, Lauren Johnson and Katelyn Miller will all be graduating summa cum laude; the highest honor you can receive for achieving and maintaining a 4.0 GPA while attending school.

Grant Holyoak's desire to gain a more competitive edge while competing for prestigious graduate programs was his main motivation in achieving a 4.0 GPA. Holyoak will pursue a degree in Public Administration upon graduation and will get his career start in the U.S. State Department's Foreign Service as a Political Officer.

"Be diligent, persevere and make things fun. Never take more classes than you can handle, figure out your degree plan in advance, find something about every subject to love, always go to class, finish assignments early and figure out the best way to study for you" are just some of the tips Lauren Johnson has for students. Johnson strives for excellence and plans to continue using her entrepreneurial spirit by working on her multiple start-up companies after graduation.

Nicholas Murray realized early on the importance of maintaining a high GPA. Murray says, "I didn't come into college expecting a perfect 4.0, but I knew that working a little harder to give my best in each class could mean the difference between a decent opportunity and a fantastic opportunity post-graduation." Stretching himself to get a 4.0 has given Murray confidence in all aspects of life. Upon graduation, Murray will be getting married and will start dental school at Ohio State University in the fall.

Michael Ryan says "the secret to a 4.0 isn't just having a good brain, it's the willingness to persevere and not give up when things get difficult." Ryan saw getting straight A's as a natural reward for all of the time and effort he spent expanding his knowledge. "When it comes to scholarships, job searches and applying for graduate schools, my high GPA acts as a signal that I'm an applicant who is not only intelligent, but also someone who is willing to go the extra mile to accomplish his goals." Ryan will begin medical school this fall at the Miller School of Medicine at the University of Miami where he plans on specializing in Dermatology.

Katelyn Miller is grateful for the many generous donors of the Huntsman School of Business. "My main motivation for graduating with a 4.0 was to pay back the people who had given me scholarships. I want them to know how grateful I am for their generosity that has allowed me to gain an education at the Huntsman School." Miller's advice to students is to focus on being actively engaged and preparing for every class and really taking advantage of all of the available extracurricular opportunities. After graduation, Miller will start as an operations analyst within capital markets and private wealth management at Goldman Sachs.



"My favorite experiences while being in the Huntsman School of Business have been my interactions with the incredible professors. They have all influenced me and shaped the direction of my career and life in general," says Braiden Coleman. He is headed to Koch Industries, working for the subsidiary Koch Ag & Energy Solutions in a financial analyst and accounting role. Coleman said that as he's tried to learn all he can from each class, the grades have followed and he's saved over \$40,000 in tuition and fees.

We commend all six graduates for representing and living our motto to 'Dare Mighty Things' while attending the Huntsman School of Business and wish them best of luck in all of their future endeavors.

Graduation services for undergraduate students will take place on May 7 at 4:00 p.m. at the Dee Glen Smith Spectrum.

# Faculty Research Wins Award at Qualtrics Insight Summit

April 2016

In February, leading business professionals and academics from around the world gathered at the Grand America Hotel in Salt Lake City for the 2016 Qualtrics Insight Summit. Prominent on the program was the “Tell Me Something I Don’t Know” game show, hosted by Stephen Dubner, the author of *Freakonomics*.

An invited contestant on the show, Huntsman marketing professor Aaron Brough joined competitors from Duke, Stanford, and CUNY onstage in front of a 2,500-person audience. After delivering a brief summary of their research, the four contestants fielded questions from a panel of judges consisting of renowned authors Malcolm Gladwell, Tim Ferris, and Liz Wiseman.

Dr. Brough won the Audience Choice Award with a dominating 38% vote from the crowd. His award-winning pitch, based on research that is currently under review at a top marketing journal, is included below:

“You probably don’t know that in addition to littering, wasting water, or using too much electricity, you can damage the environment by making men feel feminine. In a series of experiments involving over 2,000 participants in multiple countries, my colleagues and I have found that threatening a man’s masculinity (for example, by telling him his writing style is feminine or by giving him a pink gift card with a floral design) causes him to avoid eco-friendly products. We believe this happens because of a prevalent stereotype that ‘green is girly.’ So when a man doesn’t feel macho, he tries to reassert his masculinity through environmentally-destructive choices. On the flip side, men who feel secure in their manhood are comfortable going green. In short, if you want to do something good for the environment today, make a man feel more manly!”

When asked how pro-environmental marketers can use these findings, Brough replied, “We have found two good options; first, marketers can brand green products using more masculine fonts, colors, and images so that they are less threatening to men. Second, marketers can craft messages and promotional materials designed to affirm men’s masculinity. This confidence boost helps men overcome the fear that people will judge them as feminine if they use green products.”

Dr. Brough’s win is further evidence that the charge to Dare Mighty Things is successfully inspiring achievement among Huntsman faculty members and students. Commenting on the trajectory of the Huntsman School, Brough added: “Participating in these types of events promotes the Huntsman School’s brand and helps to build our national reputation. It was great to share the stage with such prominent individuals and show that we belong in that crowd.” We are proud to have exceptional faculty members like Aaron Brough representing our school as we continue to Build Huntsman.

[To connect with Dr. Brough follow this link to his bio.](#)



# Huntsman Students - Exercising the Human Heart Through Service

April 2016

Towards the end of his remarks at the grand opening of Huntsman Hall on March 16, Jon Huntsman stated that “No exercise is better for the human heart than reaching down and lifting someone up.” Our students are taking this advice seriously this semester as they participate in service projects around campus and around the community.

Accounting students and members of the accounting honors society, Beta Alpha Psi (BAP), come together each spring to volunteer for VITA (Volunteer Income Tax Assistance). The USU-VITA program is a partnership between the IRS and BAP. Upwards of 100 students are trained each year to provide tax assistance for students and members of the community who aren't able to pay for tax software or professional tax services. Between 500-700 tax returns are prepared each spring, with about 200 for international clients. Those returns result in \$8 million in refunds.



Professor Bonnie Villareal, the club advisor of BAP, oversees the program and assists with tricky cases. “Every year I think, ‘Who is going to volunteer for this?’ and then 100 students walk in the door to be trained. It even brings tears to my eyes.”

Students from the Finance & Economics club have also caught the spirit of service. At the beginning of the school year students in the club decided they wanted to give back to the community and utilize the subject they know best – finance.

Three times a semester students meet with families at The Family Place, a local nonprofit, where they evaluate the families' financial situations and offer advice. They help families set realistic financial goals, update resumes, and practice for interviews.

Huntsman student Austin Hawes is the club's Service VP. He noted that the project “helps students understand the worth of their own education. When a student is offering financial advice to someone twice their age, it puts the value of their own education into perspective.”

Students in the Huntsman Scholar Program have been working on their cardiovascular service skills as well. In conjunction with the Cache Refugee and Immigration Connection (CRIC), five Aggies meet weekly with refugee students attending Logan High School to teach financial literacy classes. Subjects cover interest rates, bank accounts, predatory lending, savings accounts and more. Many of these high school students are first or second generation immigrants, whose parents may not have a good grasp of the English language or financial processes.

Jacklyn Sullivan, a Huntsman School sophomore, hopes to continue the project in future semesters. “In the past we've done projects like picking up trash on the highway. Teaching these classes, it feels like I'm really making a difference in the students' lives.”